

CANDIDATES WILL GET EXTRA VOTES

IT'S THE EARLY WORK THAT COUNTS; NOW IS THE TIME TO GET BUSY.

Five two-year subscriptions, NEW, to The Amarillo News right now will give the candidate 740,000 votes. The closing week of the contest the same amount of subscriptions will give only 475,000 votes. Will it pay you to wait until the last week before handing in your subscriptions in the News contest?

If you are going to win the \$1,040 Overland, the 4886 Ford or one of the other awards you must not wait until the last minute to hand in your subscriptions. You are bound to lose thousands of votes if you do this and it will be your own fault if you do lose votes.

Certainly every candidate in this contest has five people interested enough in them to give them a two-year payment to The News. It is going to mean more votes to you now than it ever will again. If you have five people or even ten people who will give you the limit payment to The News to assist you in winning, by all means get them NOW while you will get the most votes for your candidate.

No candidate who is working to win can afford to lose votes if they are really interested enough to work for one of the autos being offered. No candidate who is working to win will allow any of these two-year payments to escape them while the biggest and best extra vote ballots are being given.

Right at this time each two-year subscription, NEW, will give the candidate 70,000 extra votes. One of these payments will also count as one of the 75,000 extra vote ballots since the amount is \$15.80 and each fifteen dollars gives the extra ballot. They count biggest right at this time.

Is it possible that anyone who is working to win the Overland or the Ford can be so careless of the outcome as to permit any subscription payment to escape them? If they will not become interested enough in gaining these extra 75,000 ballots while they are being issued they are not very much interested.

There is nothing quite so sure to get a subscription to The News for yourself in this contest as to have your enthusiasm.

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"Best in the Long Run" is not just a slogan—it is a principle inseparably connected with the name of Goodrich. It is often the lack of service that poisons the manufacturer of every Goodrich product.

THE REAL MEANING OF "BEST IN THE LONG RUN"

THE MOTTO of Goodrich, from the very first day the company started—fifty years ago—was, "Let us make goods destined for service." The thought of service dominated the work of the organization, for it was rightly realized that only upon the service the products of the company rendered to their users could an enduring concern be built.

Eventually this principle was crystallized into the five words which are now so well and widely known as the Goodrich slogan—"Best in the Long Run." It is almost as old as the history of tires for it grew out of the performance of Goodrich Tires on bicycles. And it grew

into the dependability of Goodrich rubber products of all kinds.

It is not just a catch phrase. It is a plain statement of fact. It is really a mirroring of the confidence placed in Goodrich products by their users. In five words it expresses the ideals, the policies, the principles of the institution. It means the "long run" of good faith and good will—the steady building up of confidence in the minds of customers—which is the greatest asset a manufacturer can have.

Quality and service—that is how Goodrich translates this slogan into terms of longest average wear, utmost dependability and known value in all that it produces. It must be "Best in the Long Run."

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For the Long Run

Miss Lila Porter, Lubbock	6,130	Miss Kathleen Rider, Pampa	5,610	Miss Bess Maddeux, Farwell	5,180	Miss Palestine McIndire, Miami	5,150
Miss Dossie Granfill, Dumas	5,130	Miss F. W. Vanderpool, Plainview	10,890	Miss J. P. Brooke, Ft. Sumner	5,000	Miss Prentiss Sanders, Wheeler	5,480
Mr. Albert Deer, Farnsworth	5,690	Miss Delta Lindow, Perryton	5,560	Miss Mall Miller, Goodnight	5,360	Mrs. H. J. Birchfield, Moore	5,000
Mrs. Alice Britt, Farwell	6,240	Miss Bertha Campbell, Pampa	5,120	Mrs. N. P. Willis, Canadian	10,680	Mrs. Ray Miles, O'Donnell	5,000
Mrs. H. A. Coker, Ft. Sumner, N. M.	5,150	Miss Renda Cunningham, Portales	5,120	Mrs. Ruby Cook, McLean	6,130	Mrs. J. W. Alexander, Dimmitt	5,120
Mrs. R. D. Lester, Groom	5,600	Mrs. Riley Grisham, Sayre, Okla.	5,250	Mrs. J. C. Ross, Memphis	5,280	Miss Lila Smith, McLean	5,120
Mrs. Carl Heizer, Canyon	5,650	Miss Ruby Andrews, Childress	5,250	Mrs. Olive Dixon, Miami	7,290	Miss Irma Lynch, Claude	5,600
Mrs. Ada Humphris, Miami	5,420	Miss Helen Ware, Plainview	5,820	Mrs. Rose Kohls, Nazareth	5,090	Miss Gladys Robinson, O'Donnell	5,960
Miss Pearl Sneed, Whitedeer	5,140	Miss Ruby Sutton, Clovis	7,950	Miss Debra Randal, O'Donnell	5,430		
Mrs. Ora Evans, Pampa	5,120	Miss Opal Clines, Spearman	5,120				
Mrs. M. L. Gunter, Wheeler	10,130	Mrs. P. Phillips, Springlake	10,130				
Mrs. Marden Sanders, Shamrock	5,160	Mrs. Cleffie Watson, Stanton	5,000				
Mrs. J. E. Closs, Spearman	5,120	Mrs. Callie Robuck, Sherman	5,680				
Mrs. W. W. Kirk, Plainview	5,360	Mrs. Gladys Merriman, Wheeler	5,100				
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Mrs. Sam Kilian, Dalhart	5,120	Mrs. Mamie Hood, Claude	5,340				
Mrs. C. T. Stevens, Floydada	5,050	Mrs. R. H. Smith, Wichita Falls	5,920				
Mrs. Pauline Davidson, Panhandle	5,520	Mrs. Wm. F. Miller, Happy	5,240				
Mrs. Lora L. Kibbe, Vega	5,230	Mrs. W. H. Martin, Bovina	5,060				
Mrs. Tohen, Darrozezt	5,120	Rev. Pryde Bushland	6,100				
Mrs. Oshea Hart, Goodnight	5,120	Mrs. Jack Brown, Childress	5,860				
Mrs. Mae Parks, Lieb	5,250	Mrs. Ellis Cash, Clarendon	5,800				
Mr. John W. Sims, Lockney	5,600	Mrs. Marguerite Moore, Claude	5,630				
Miss May Flynn, Lubbock	5,870	Mrs. Agnes La Londe, Clovis	5,650				
Mrs. Edna Mattingly, Clovis	5,690	Mrs. Maxie Miller, Dimmitt	5,140				
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Will Positively Relieve Pain in a Few Minutes

Try it right now for Rheumatism, Neuralgia, Lumbar, sore, stiff and swollen joints, pain in the head, back and limbs, corns, bunions, etc. After one application pain usually disappears as by magic.

A new remedy used externally for Coughs, Colds, Croup, Influenza, Sore Throat, Diphtheria and Tonsillitis. The Best Remedy Known. It is the most penetrating remedy known. Its prompt and immediate effect in relieving pain is due to the fact that it penetrates to the affected parts at once. As an illustration, take a piece of leather and dip it with this potent oil and it will penetrate this substance through and through in three minutes.

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